|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **The Business Model Canvas for *Les macarons de Pauline*** | | | | |
|  |  |  |  |  |
| **PARTNER NETWORK** | **CORE ACTIVITIES** | **OFFER** | **CUSTOMER RELATIONASHIPS** | **CUSTOMER SEGMENTS** |
| 1 - Local collectivities in Grenoble (schools, leisure centers for kids and the elderly...) | Dual business: Selling a product (macarons) and a service (teaching my know-how through macarons-making classes) | To sell fresh, home-made, custom-made Parisian macarons for the people in Grenoble and its area | 1 - My network, ideal to launch this type of food business (family in the restaurant business) -> use of words of mouth 2 - The local communities (communication through local press/newspaper) 3 - The web: my website, my blog and Web 2.0 (Facebook and Twitter) | Rather a niche: my business answers specific market needs (macarons lovers), is limited to the population of Grenoble and its area, and has few competitors |
| 2 - The Chamber of Commerce and Industry of Grenoble, for the legal advice and to help me launch my business under the auto-entrepreneur status | **KEY RESOURCES** |
| A well-equipped kitchen to the standards | To teach macarons-making classes for groups or individuals, at people's place or at mine, in Grenoble or elsewhere | **DISTRIBUTION CHANNEL** |
| 3 - Local businesses to build a network (event planners, wedding planners, corporate-event organizers...) | A professionally-designed and highly functional web-boutique | The business is an online boutique, but the macarons are delivered by me with a small fee if people can't pick them up at my place. Advertisement (with local media, including local newspaper) and the use of Web 2.0 will be used. |
| **COST STRUCTURE** | | **REVENUE STREAM** | | |
| **Due to the business context**: Investment in professionally-designed logo and website (the web boutique). Trademark on logo and business name . Marketing to introduce and promote business (starting just before the launch) | **Due to the type of business**: Investment in professional baking material. Upgrade of my kitchen and equipment to the standards. Operating costs (water, electricity...) | 1 - From the class fees (20€/hour) | 2 - From the sales of macarons (80cts each, minimum 12 per order ) + Making of macarons towers for special events (weddings, baptisms, parties...) | 3 - Advertising from partners on my website/blog? |